WHAT IS CLAIMED IS:

1   1.   A method comprising the steps of:

2   watching a datastream representing a page for delivery to a client via a network;

3   determining if an advertisement subject to display restrictions is identified in said datastream;

4   and

5   determining if said advertisement is restricted from being displayed in said page in response

6   to a content analysis of said datastream.

1   2.   The method of claim 1 wherein said content analysis of said datastream comprises a matching

2   against a predetermined set of key items.

1   3.   The method of claim 2 wherein said step of determining if said advertisement is displayed

2   comprises the step of scanning said page for instances of said key items.

1   4.   The method of claim 2 wherein said step of determining if said advertisement is displayed

2   includes the steps of:

3   determining a number of matched key items in content of said page; and

4   determining if said number of matched key items is less than a predetermined lower

5   threshold.

1   5.   The method of claim 4 wherein said advertisement is displayed if said number of matched

2   key items is less that said predetermined lower threshold.

1   6.   The method of claim 4 further comprising the step of, if said number of matched key items

2   is not less that said predetermined lower threshold, determining if said number of matched key items

3   is not less than a predetermined upper threshold, and wherein said advertisement does not display

4   if said number of matched key items is not less than said predetermined upper threshold.

1   7.   The method of claim 6 wherein said lower threshold does not equal said upper threshold, the

2   method further comprising the step of, if said number of matched key items is greater than said

3   predetermined lower threshold and less than said predetermined upper threshold, launching an

4   exception process, wherein said exception process for determining if said advertisement is displayed

5   in accordance with a permission received from a sponsor of said advertisement.

1   8.   The method of claim 6 further comprising the step of tallying fulfillment data if said

2   advertisement does not display.

1   9.   The method of claim 1 wherein said content analysis of said datastream comprises a semantic

2   parsing of said datastream.

1   10.   A computer program product embodied in a machine readable storage medium, the program

2   product comprising a program of instructions for performing the steps of:

3   watching a datastream representing a page for delivery to a client via a network;

4   determining if an advertisement subject to display restrictions is identified in said datastream;

5   and

6   determining if said advertisement is restricted from being displayed in said page in response

7   to a content analysis of said datastream.

1   11.   The program product of claim 10 wherein said content analysis of said datastream comprises

2   a matching against a predetermined set of key items.

1   12.   The program product of claim 11 wherein said instructions for performing the step of

2   determining if said advertisement is displayed comprises instructions for performing the step of

3   parsing said page for instances of said key items.

1   13.   The program product of claim 12 wherein said instructions for step of determining if said

2   advertisement is displayed includes the instructions for performing the steps of:

3   determining a number of matched key items in content of said page; and

4   determining if said number of matched key items is less than a predetermined lower

5   threshold.

1   14.   The program product of claim 13 wherein said advertisement is displayed if said number of

2   matched key items is less that said predetermined lower bound.

1   15.   The program product of claim 13 further comprising instructions for, if said number of
2   matched key items is not less that said predetermined lower threshold, performing the step of
3   determining if said number of matched key items is not less than a predetermined upper threshold,
4   and wherein said advertisement does not display if said number of matched key items is not less than
5   said predetermined upper threshold.

1   16.   The program product of claim 15 wherein said lower threshold does not equal said upper
2   threshold, the program product further comprising instructions for performing the step of, if said
3   number of matched key items is greater than said predetermined lower threshold and less than said
4   predetermined upper threshold, launching an exception process, wherein said exception process for
5   determining if said advertisement is displayed wherein said exception process for determining if said
6   advertisement is displayed in accordance with a permission received from a sponsor of said
7   advertisement.

1   17.   The program product of claim 15 further comprising instructions for performing the step of
2   tallying fulfillment data if said advertisement does not display.

1   18.   The program product of claim 10 wherein said content analysis of said datastream comprises
2   a semantic parsing of said datastream.

1   19.   A system, comprising:

2   a memory unit operable for storing a computer program operable for generating pages; and

3   a processor coupled to said memory unit, wherein said processor, responsive to said computer

4   program, comprises:

5   circuitry operable for watching a datastream representing a page for delivery to a

6   client via a network;

7   circuitry operable for determining if an advertisement subject to display restrictions

8   is identified in said datastream; and

9   circuitry operable for determining if said advertisement is restricted from being

10   displayed in said page in response to content analysis of said datastream.

1   20.   The system of claim 19 wherein said content analysis of said datastream comprises a

2   matching against a predetermined set of key items.

1   21.   The system of claim 20 wherein said circuitry operable for determining if said advertisement

2   is displayed comprises circuitry operable for parsing said page for instances of said key items

1   22.   The system of claim 21 wherein said circuitry operable for determining if said advertisement

2   is displayed includes:

3   circuitry operable for determining a number of matched key items in content of said page;

4   and

5   circuitry operable for determining if said number of matched key items is less than a

6   predetermined lower threshold.

1   23.   The system of claim 22 wherein said advertisement is displayed if said number of matched

2   key items is less that said predetermined lower bound.

1   24.   The system of claim 22 wherein said processor, responsive to said computer program, further

2   comprises circuitry operable for, if said number of matched key items is not less that said

3   predetermined lower threshold, determining if said number of matched key items is not less than a

4   predetermined upper threshold, and wherein said advertisement does not display if said number of

5   matched key items is not less than said predetermined upper threshold.

1   25.   The system of claim 24 wherein said lower threshold does not equal said upper threshold,

2   the processor, responsive to said computer program, further comprises circuitry operable for, if said

3   number of matched key items is greater than said predetermined lower threshold and less than said

4   predetermined upper threshold, launching an exception process, wherein said exception process for

5   determining if said advertisement is displayed wherein said exception process for determining if said

6   advertisement is displayed in accordance with a permission received from a sponsor of said

7   advertisement.

1   26.   The system of claim 24 wherein said processor, responsive to said computer program, further

2   comprises circuitry operable for tallying fulfillment data if said advertisement does not display.

1   27.   The system of claim 19 wherein said content analysis of said datastream comprises a

2   semantic parsing of said datastream.

1 28.   A method comprising:

2   watching a datastream representing a page for delivery to a client via a network;

3   determining if an advertisement subject to display restrictions is identified in said datastream;

4   determining if said advertisement is displayed in said page in response to a predetermined

5 set of key items, wherein said step of determining if said advertisement is displayed includes the

6 steps of:

7   determining a number of matched key items in content of said page; and

8   determining if said number of matched key items is less than a predetermined lower

9 threshold; and

10   if said number of matched key items is not less that said predetermined lower threshold,

11 determining if said number of matched key items is not less than a predetermined upper threshold,

12 and wherein said advertisement does not display if said number of matched key items is not less than

13 said predetermined upper threshold.